

Received date: 01/17/2006

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10039062 - GAU: 2448

PTO/SB/08A (08-00)

Approved for use through 10/31/2002. OMB 0651-0031

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1 of 1

Complete if Known

Application Number	10/039,062
Filing Date	December 31, 2001
First Named Inventor	William R. Matz
Group Art Unit	2153
Examiner Name	Sean M. Reilly
Attorney Docket Number	BS01376

U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
		5,854,897		Radzewicz, et al.	12/1998	
		5,848,397		Marsh, et al.	12/1998	
		5,809,481		Baron, et al.	09/1998	
		5,721,827		Logan, et al.	02/1998	
		2003/0172374		Vinson, et al.	09/2003	

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		Charu C. Aggarwal, Joel L. Wolf, and Philip S. Yu, "A Framework for the Optimizing of WWW Advertising," IBM T. J. Watson Research Center, Yorktown Heights, New York Date Unknown	

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